

Prime Minister urges public broadcasters to positively portray the African continent

The nbc Director-General, Albertus Aochamub, who was re-elected for the third time as President of the Southern African Broadcasting Association (SABA) paid a courtesy visit to Prime Minister, Dr. Hage Geingob recently. He was accompanied by SABA board members and its Secretary General, Ellen Nanuses.

Dr. Geingob called on public broadcasters to ensure that the real African story is told. "There are so many progressive developments taking place in Africa, and public broadcasters should make sure that such developments are reflected in their work." In full agreement with the Prime Minister,

Aochamub stated that one of the reasons why the association was established, is to counter the negative perceptions that have been painted about Africa, especially by international media. He said, "Many countries have good stories to tell. As broadcasters, we have the obligation to tell the stories of progress that are happening in our lifetime."

The SABA members are working on re-activating the radio show, "SADC Calling" to build capacity and exchange relevant content amongst the broadcasters that will help with getting to know one another and forge better understanding. At its last board meeting in Swaziland Au-

gust 2014, SABA held a parallel meeting on gender and the media, co-sponsored by UNESCO. SABA board announced that the election of four women and four men to the board, in accordance with the gender parity target of the SADC Gender Protocol. This historic breakthrough follows a long history of a one hundred per cent male board. SABA in 2014 also appointed, for the first time in the organisation's 21 year history, the first woman Secretary General, Ellen Nanuses. SABA with the AUB is also playing a leading role in the African chapter of the UNESCO-led Global Alliance on Media and Gender (GAMAG).



Left to right: Mthekateka: Manager: Internal Audit-Malawi Broadcasting Corporation, Marlyn Garises: Chief Financial Officer-SABA, Austin Dlamini: Chief Executive Officer-Swazi TV, Solly Nageng: Head of Programs: Swazi TV

Skype Interviews on the nbc News Bulletin

The nbc made history again with the introduction of live Skype connected interviews on the eight o'clock news bulletin on Thursday, 13 November 2014.

The broadcasting corporation ran a few tests with interviewees, Electoral Commission of Namibia (ECN) Polling Officers Mavis Tungulu from Tanzania and Bernice Dentlinger in London, to ensure that no problems would be experienced during the live news broadcast.

nbc Online Editor, Agenda Matongo said, "One can never take things for granted when it comes to live broadcasts. We were a bit nervous even after the test runs that maybe something was going to go wrong. Fortunately it all went well and the picture quality especially for the London interview was top class as if the video was shot around the corner."

He added that no technical glitches were experienced whilst on air, thanks to the cooperation of all nbc staff who worked on the production. The only challenge the broadcaster experienced for now is that the producers and presenters are the only ones that can see the person being interviewed. The interviewees are only able to communicate verbally but are not able to see either the producer or presenter. The nbc sees the attempt as a risk worth taking and the news bulletin also broadcast with the incorporation of social media.

nbc Head of News and Programming, Menesia Muinjo said that, "The two Skype interviews were held as per the election production plan. Furthermore, social media is the trend in our fast broadcasting environment. So, applause all those who are enthusiastic about some of those technologies that will add value to our product. The presenter also handled the interviews very well. Congratulations to the nbc team who made it possible." The nbc's Vision is to be the leading multimedia broadcaster of choice in Africa and beyond.

ECN Polling Officer Bernice Dentlinger live on nbc News via Skype in London.



ECN Polling Officer, Mavis Tungulu live on nbc news via Skype all the way in Tanzania.

nbc DRIVA CAR Competition Finale

After ten weeks of draws and retrieving lucky virtual key winners, the end of the nbc Driva Car Competition is fast approaching. On 21 November 2014, the final names will be drawn before the competition officially comes to an end.

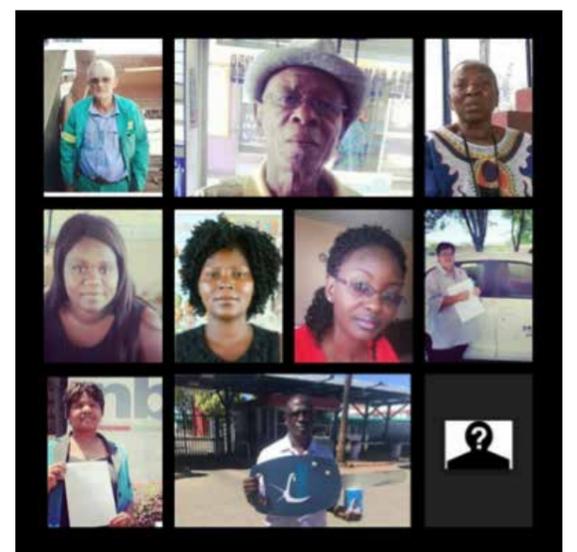
There will, however, be a grand live draw on nbc, 03 December 2014! All ten virtual key winners will return to the national broadcaster where each one will randomly select an actual car key. The catch is, only ONE key will open the brand new Toyota Etios, and only one winner will drive away with the savvy new vehicle.

Nine lucky winners have their virtual keys, with one remaining, giving the public one last attempt to enter and win! Competition closes, 21 November 2014, SMS the keyword 'PAY' to 5005 to

stand in line to win great prizes or be the tenth lucky virtual key holder. In addition, the TV license penalty grace period has been extended to 31 December 2014. That is, no penalty fees shall be charged for the months of November 2014 and December 2014. However, penalty charges shall resume as from 01 January 2015 with the normal 30% penalty rate for that month.

Current virtual key holders include:

- Daniel Theron
- Erastus Kgobesti
- Rosemary Mutonga
- Aloisa Imvula
- Joice Amuele
- Lovis Amuela
- Johanna Kuhn
- Klara Garises
- Martin Nepililo



10 virtual key holders, only one 'Driva Car' competition winner.

MTC/nbc NAMA Artist's Information Session



Namibia's local talent was all gathered in one room as the Namibian Music Awards (NAMAs) information session kicked off at the Thuringerhof local hotel on Tuesday, 18 November 2014. The session covered the basic rules and regulations for next year's NAMA ceremony and proved very informative whilst ending with a questions and answers session for artist to get more clarity on categories and general proceedings. The official call for Entries started on 15th November 2014 with the deadline for entries being 15 December 2014. Artists were informed that they can start entering either electronically or manually.

The Namibian Broadcasting Corporation (nbc), official sponsor of the NAMAs has

been a committed partner in not only monetary value, but in airtime as well. The broadcaster provides unlimited airtime to artists in this regard and more to sponsors who receive up to three times more exposure on the night of the actual awards and even more during the times leading up to the prestigious NAMA event. Only albums commercially released between 1st December 2013 and 30th November 2014 will qualify for entry. Steering Committee will ensure thorough vetting is done before qualifying or disqualifying entries. Record labels encouraged to form part of the Steering Committee to appreciate the intensity of the vetting process. Entry forms can be downloaded from the NAMA website www.nama.com.na. nbc has been a major contributing factor in the lives of Namibian artists and in the building up the Namibian music industry. Here is a word from some artists when

asked what role the broadcaster has played in their musical careers thus far and which nbc platforms contribute most to the distribution of their music:

Mapps

"I recently launched my album titled 'The First Masterpiece'. nbc has actually been very good to me, they exposed me to a lot of things. This year alone on 02 March 2014 I hosted the industry awards which is also part of the NAMAs. It was amazing, to be exposed on such a massive platform. I got to see how professional this year's awards were and it was actually one of the best I had been to. Nbc showed everybody what great quality it has to offer. My music is more exposed on nbc's radio platform as I only have one video out thus far but more are sure to come."

Jean-Michael (Best Newcomer of the Year 2014)

"nbc has given us a new reach to the people which in turn allows

us to become household names. My music is more exposed on the television platform has nbc has music shows such as the likes of Whatagwan that actually show the people who you are"

Beast (2014 NAMA nominee)

"I'm the new kwaito kid on the block, I was recently nominated at the NAMAs and I also performed there. I just released my new album titled 40 so I'm back again this year. nbc has offered my music serious airplay, through my music videos people get to know me and I could not do that without nbc. nbc gives us the platform to show our music to the whole of Namibia and that is enough, I really thank the nbc for that exposure. Currently the nbc has these new DTT decoders out that will offer more channels for our music to play on. I'm happy with nbc and TV has been the platform I use the most but I'd like to get more airplay on radio too."